



## **TOM LONG**

**President and Chief Commercial Officer**

---



Tom Long is the president and chief commercial officer of MillerCoors. All sales and marketing, strategy and planning, and communications and government affairs report to Tom.

Prior to this appointment, Tom was president and chief executive officer of Miller Brewing Company, a position he accepted in August 2006. He joined Miller as chief marketing officer in 2005.

Tom came to Miller after 17 years at The Coca-Cola Company. His most recent role with Coca-Cola was president of its Northwest Europe division. Prior to that, Tom held a variety of senior-level positions in marketing, sales and research, including vice-president of global brands, president of Coca-Cola's Great Britain & Ireland division and later, president of all of Northwest Europe. Before Coca-Cola, he worked for McCann-Erickson Advertising.

Tom earned a bachelor's degree from the University of North Carolina and a master's degree from Harvard Business School. He serves as vice-chairman of the Beer Institute, serves on the board of directors for both the Milwaukee Metropolitan Association of Commerce and the Greater Milwaukee Committee, and sits on the board of trustees for the Boys & Girls Club of Milwaukee.